



AKRAYA | *Trusted Talent*

Customer Success Story



Akraya Builds Team to Develop Customer-Facing Portal for Client

Client Need

User eXperience designing that will meet with all types of users to understand their different usage patterns, priorities and requirements. Revise information and incorporate new capabilities into Client's existing interface and design brand new interaction experiences. Designing was for web, mobile and social collaboration.

Akraya's Solution

Akraya's team was deployed for the highly visible roles with hands-on responsibility in designing My VMware, a customer-facing portal to manage users evaluations, downloads, licenses and support requests, among other administration functions. Our team conducted first level research and interviews, producing user-centered design deliverables such as process flows, wireframes, user interactions, visual mockups and prototypes.

Results

- Developed, managed and improved the interaction design process across web and mobile devices
- Produced user stories, personas, storyboards, scenarios, prototypes, and interaction design specifications for use in an Agile/Scrum development environment
- Effectively communicated research findings, conceptual ideas and detailed design rationale both verbally and visually
- Participated as a contributor to an interdisciplinary team that includes marketing, product management, and engineering
- Contributed to the definition scope and phasing of project timelines through an Agile/Scrum delivery process

Client Profile:

Industry:

Computer Software

Company:

VMware

Akraya Client Since:

2010

Domain:

User eXperience

Project:

UX and Visual Design